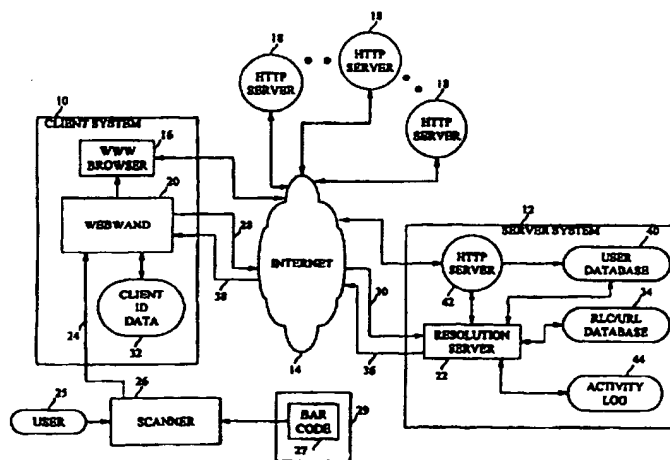


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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 15/163, 13/14		A1	(11) International Publication Number: WO 98/03923
			(43) International Publication Date: 29 January 1998 (29.01.98)
(21) International Application Number: PCT/US97/10689			(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 20 June 1997 (20.06.97)			
(30) Priority Data: 60/016,101 21 July 1996 (21.07.96) US 08/771,823 12 December 1996 (12.12.96) US			
(71) Applicant (for all designated States except US): ERNESTINE, LLC [US/US]; 2102 Naalae Road, Kula, HI 96790 (US).			
(72) Inventors; and (75) Inventors/Applicants (for US only): KRAFTSOW, Andrew, P. [US/US]; 2102 Naalae Road, Kula, HI 96790 (US). GRISWOLD, Brian, J. [US/US]; 2747 South Kihei Road #A305, Kihei, HI 96753 (US). GRISWOLD, Timothy, J. [US/US]; 558 Piliholo Road, Makawao, HI 96768 (US).			
(74) Agent: SKABRAT, Steven, P.; Christie, Parker & Hale, LLP, P.O. Box 7068, Pasadena, CA 91109-7068 (US).			Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>

(54) Title: WORLD WIDE WEB BAR CODE ACCESS SYSTEM



(57) Abstract

A bar code scanner (26) is coupled to a computer program (20) executing on a PC (10) that has access to the World Wide Web (WWW) of the Internet (14). A user swipes the bar code scanner (26) over a bar code (27) printed on printed material (29) to obtain additional information available on the WWW relating to information printed in a newspaper, book, magazine, catalog, or other printed material. The bar code contains a unique identifier called a resource link code. The resource link code scanned by the bar code scanner (26) is received by the computer program (20) and sent in a data packet over the Internet (14) to a resolution server (12, 22). The resolution server (22) translates (34) the resource link code into a Uniform Resource Locator (URL). The URL is then passed back to the computer program (20) executing in the user's PC (10). The computer program (20) passes the URL to a WWW browser program (16), which obtains the selected information over the WWW.